

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 12/17/2013	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request to approve Amendment No. 1 to the Agreement for Employment Services with MarketCher to provide administrative services to the San Luis Obispo County Tourism Improvement District (CBID) to extend the contract term for two years (January 1, 2014 through December 31, 2016). All Districts.			
(5) RECOMMENDED ACTION It is recommended that the Board approve Amendment No. 1 to the agreement with MarketCher to provide administrative services to the San Luis Obispo County Tourism Business Improvement District (CBID) for two years (January 1, 2014 through December 31, 2016).			
(6) FUNDING SOURCE(S) County Business Improvement District Assessment	(7) CURRENT YEAR FINANCIAL IMPACT \$0.00	(8) ANNUAL FINANCIAL IMPACT \$120,000.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. ____) <input type="checkbox"/> Board Business (Time Est. ____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5 Vote Required <input type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input type="checkbox"/> N/A Date: <u>12-13-11</u> , item # <u>4</u> _____	
(17) ADMINISTRATIVE OFFICE REVIEW Guy Savage			
(18) SUPERVISOR DISTRICT(S) All Districts -			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 12/17/2013

SUBJECT: Request to approve Amendment No. 1 to the Agreement for Employment Services with MarketCher to provide administrative services to the San Luis Obispo County Tourism Improvement District (CBID) to extend the contract term for two years (January 1, 2014 through December 31, 2016). All Districts.

RECOMMENDATION

It is recommended that the Board approve Amendment No. 1 to the Agreement for Employment Services with MarketCher to provide administrative services to the San Luis Obispo County Tourism Business Improvement District (CBID) for two years (January 1, 2014 through December 31, 2016).

DISCUSSION

The County, on behalf of the CBID, has contracted with Cheryl Cuming of MarketCher to provide administrative services since May 2010. The CBID Advisory Board is recommending that the County, on their behalf, approve the continued partnership with MarketCher. This recommendation was approved by the CBID Advisory Board at their November 20, 2013 meeting. The term of the agreement is January 1, 2014 through December 31, 2016. There is no change to Ms. Cuming's scope of work as previously recommended by the CBID Advisory Board. The amendment before the Board is a request to extend the term of the contract only and no change to Ms. Cuming's compensation is recommended at this time. It is anticipated that during the first half of 2014, that the CBID Advisory Board will do a compensation study of the Administrator position and return to the Board of Supervisors with a recommendation.

OTHER AGENCY INVOLVEMENT/IMPACT

The CBID Advisory Board approved forwarding this recommendation at their November 20, 2013 meeting. The CBID Advisory Board will monitor the performance of Ms. Cuming. Additionally, Ms. Cuming provides an update of her monthly activities at the monthly CBID Advisory Board meetings. Administrative Office staff provides support and acts as the liaison between the County and the CBID. County Counsel reviewed the agreement for form and legal effect.

FINANCIAL CONSIDERATIONS

The CBID is funded by a 2% assessment of the rent charged per occupied room per night from lodging businesses (hotels, motels, bed and breakfasts, and vacation rentals) within the CBID. The agreement with MarketCher will be funded completely out of those assessments and no County General Fund dollars will be used. The use of these funds for this activity is authorized by the ordinance which was originally approved by your Board on May 12, 2009 (Section 3.09.030 – Authorized Uses).

This agreement covers the period of January 1, 2014 through December 31, 2016. The total contract amount of \$240,000, \$120,000 per year, for the two-year agreement is not recommended to change at this time.

RESULTS

As a facilitator of a requested program, the County has not established performance criteria beyond the legal contractual obligations to expend the funds for identified purposes. The onus is on the designated contractors that are selected by the CBID Advisory to meet the expectations of the lodging business owners paying the assessment. The CBID Advisory Board will track the performance of MarketCher during the term of this agreement.

ATTACHMENTS

1. Amendment No. 1 to the Agreement for Employment Services